

presented in
Track 1 ▪ Track 2

Using AI in Journalism

What we will cover in this module

- A risk-assessment framework for using AI in journalism
- Case studies of stories that successfully used AI



audience facing,
final product

low accuracy	MEDIUM RISK, USE CAUTION	HIGH RISK, AVOID	high accuracy
	SWEET SPOT	MEDIUM RISK, USE CAUTION	

internal facing,
research

audience facing,
final product

low accuracy

generating an
abstract
header image

writing an
article

high accuracy

filtering
down
documents

summarizing
source
interviews

internal facing,
research

What about
using AI for
fact checking or
to detect
deepfakes?

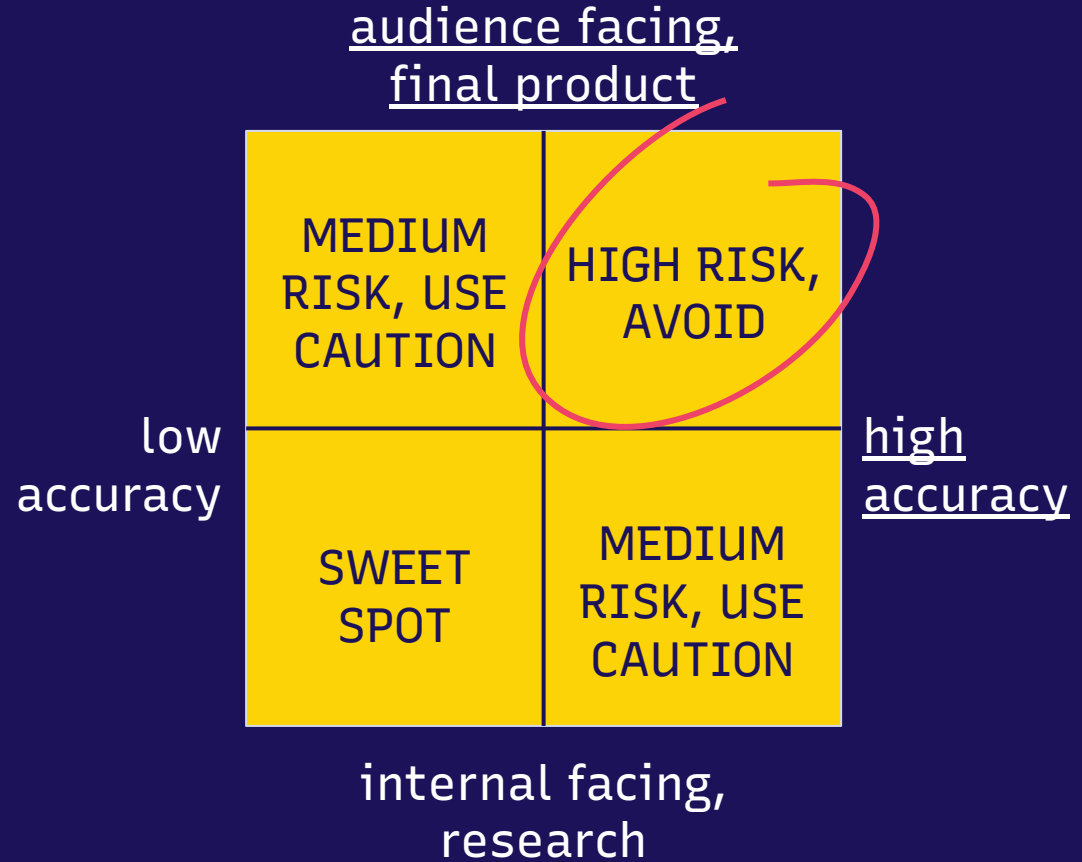


Bad news:

There are no AI tools that can do this reliably.

Good news (sort of):

We can use traditional reporting methods to fight this.



LLMs: Classification



Example: using Claude to categorize data

Example: Claude for Sheets

File Edit View Insert Format Data Tools Extensions Help

100% | \$ % -0_ .00 123 | Default... | - 10 | B I U A | More

H2 | fx =claudeExtract("subject category, school, noschool or other", G2) | More

	A	B	C	D	E	F	G	H	I
1	account	id	date	num_likes	num_comments	url_post_id	caption	category	
2	drrandpaul	2828180279536	2022-05-01_00-:6752	898		Cc_tvrajyS	Thank you for an incredible kickoff to my senate race today at Liberty in the Bluegrass today, Kentucky! #StandwithRand	school	
3	drrandpaul	5687996922032	2013-10-17_16-:437	19		fkyE5yIMDm	Tomorrow, I will be serving chili at Bowling Green High School's Annual Chili Supper to raise money for the school soccer teams. Hope to see you there from 5-7pm!	school	
4	drrandpaul	1065223156523	2015-09-02_14-:830	21		7lbtEriMNa	I'm talking about freedom in Freedom, New Hampshire this AM! #StandwithRand in NH	other	
5	drrandpaul	2948396653848	2022-10-13_21-:703	22		CjqzyKpj3IQ	I've always fought to protect tax dollars from going towards wasteful spending overseas, especially in times of disaster. Kentuckians are strong and even through the recent disasters our spirits have not broken.	other	
6	drrandpaul	9892552484764	2015-05-20_19-:1935	136		26img9oMCF	It's time to filibuster the "Patriot Act" to end NSA spying!	other	
7	drrandpaul	1362479715784	2016-10-16_17-:4132	214		BLogBUxAPIV	Had a great time at Knob Creek with some of our brave vets. We have a duty to uphold the Constitution they fought for.	noschool	
8	drrandpaul	1140808094962	2015-12-15_21-:2836	206		_U9usJMD1	Today is Bill of Rights day. We must elect a President that will defend the entire Bill of Rights. #illofrights	other	
9	drrandpaul	1158007065191	2016-01-08_15-:1413	34		BASEUpYIMH8	Stopped in Waveland Cafe this morning and saw a familiar name on the wall. #StandWithRand #IowaCaucus	other	
10	drrandpaul	9611524587473	2015-04-12_00-:733	15		1WsxGeoMGv	Nevada Rally - April 11, 2015	other	
11	drrandpaul	1075471470959	2015-09-16_17-:2149	245		7s15rQoMAE	Shooting the tax code! #debateday	other	
12	drrandpaul	9966407722079	2015-05-30_23-:1339	23		3Ux4B8IMHo	#standwithrand	other	
13							Honored to speak at @bsideu4life's Anchored in Hope Annual Benefit tonight. I'll never stop fighting to protect the lives of the unborn and the rights of taxpayers who don't want their		

row: senators instagram info

Claude for Sheets™

Help

User: ... and Assistant: ... messages to the model, one per line. Useful to "put words in Claude's mouth", for instance to skip preambles. Each role, except the first, must be preceded by a newline (Ctrl/Cmd+Enter).

Example

```
=CLAUDEMESSAGES("User: Rewrite 'go away!' more politely, within tags. Assistant: <rewrites>")
```

=CLAUDEEXTRACT(...) ▾

=CLAUDECLUSTER(...) ▾

=CLAUDEFREE(...) (deprecated) ▾

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LLMs: Summarizing



Example: Summarizing and structuring

Chapters

PROCEDURE
Front Matter
00:00:09-00:00:33

REMARKS
Council Member Diana I. Ayala Opens General Welfare Committee Meeting on Fiscal 2025 Preliminary Budget
00:00:34-00:05:37


PROCEDURE
Administering Oath to Witness
00:05:40-00:05:57

TESTIMONY
Molly Wasow Park, Commissioner, Department of Social Services on Budget Overviews and Program Enhancements for Fiscal Year 2025
00:05:57-00:34:42

QUESTION
What explains the reduced expenditure for asylum seeker response in NYC's budget?
00:35:22-00:37:21

QUESTION
Will there be a reduction in funding the asylum seeker response and will there be shelter time limit changes?
00:37:22-00:38:40

QUESTION
What plans does the administration have for



Transcript

Front Matter

00:00:09 0 Good morning, and welcome to the New York City preliminary budget here in under committee on General Welfare.

00:00:16 0 At this time, please silent all electronic devices.

00:00:20 0 At no time, please do not approach the deals.

00:00:23 0 If you have any questions, please raise your hand.

00:00:26 0 Or one of us is sergeant at arms will kindly assist you.

00:00:29 0 Thank you very much for your kind cooperation.

00:00:31 0 Cheers.

00:00:32 0 We're ready to begin.

Council Member Diana I. Ayala Opens General Welfare Committee Meeting on Fiscal 2025 Preliminary Budget

LLMs: Coding



Example: rudimentary coding issues

Claude Coding issues / Handling Irregular JSON Data in Python

LT I'm trying to get data from a json data stream using python but the results often vary. What's the best way to work around irregular data, meaning sometimes a value exists and sometimes it doesn't?

To handle irregular JSON data in Python where some values may or may not exist, you can use a combination of techniques. Here's a concise approach:

1. Use the `get()` method for dictionaries
2. Implement error handling with try-except blocks
3. Use default values or None checks

Here's a code example demonstrating these techniques:

```
python Copy
def process_json_data(data):
    # Using get() with a default value
    name = data.get('name', 'Unknown')

    # Try-except for potentially missing nested data
    try:
        age = data['details']['age']
    except KeyError:
        age = None
```

Predictive AI instead of generative AI



Computer vision: filtering satellite imagery



Not everything is about genAI (in fact, most of the time it's not)

Example: *The New York Times* trained a specialized machine learning model to detect bomb craters in Gaza.

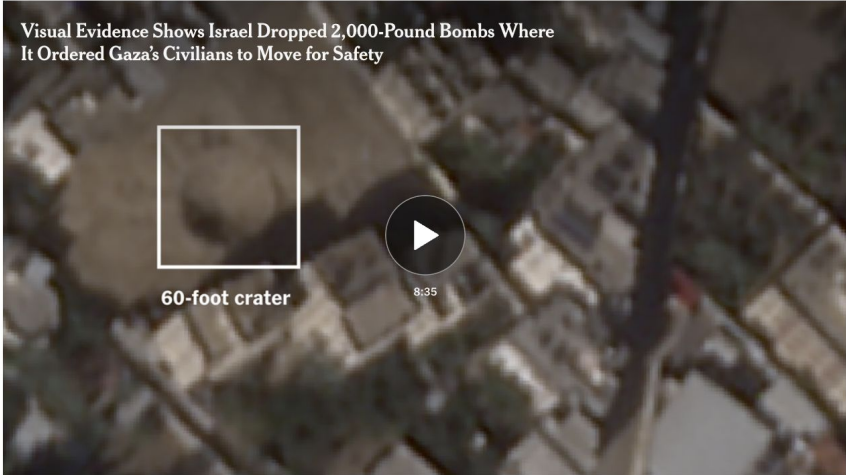
Israel-Hamas War | Updates | Photos | Graduating Into War | Where Israel's Offensive Stands | Roots of the Conflict

VISUAL INVESTIGATIONS

A Times Investigation Tracked Israel's Use of One of Its Most Destructive Bombs in South Gaza

Share full article | 1.9K

Visual Evidence Shows Israel Dropped 2,000-Pound Bombs Where It Ordered Gaza's Civilians to Move for Safety



60-foot crater

8:35

A Times investigation used aerial imagery and artificial intelligence to detect bomb craters that showed that one of Israel's biggest bombs was used routinely in south Gaza. The New York Times, Source: Planet Labs

By Robin Stein, Haley Willis, Ishaan Jhaveri, Danielle Miller, Aaron Byrd and Natalie Reneau
Dec. 21, 2023



Airplanes parked on the edge of the runway of the 180, glued to the Trans-Amazon Highway and which acts as a strategic stopover for flights towards prospectors inside the forest. Image: Anderson Coelho/Intercept Brasil. Brazil, 2022

STORIES

TOPICS

- » [Case Studies](#)
- » [Reporting Tools & Tips](#)

Investigating Rainforest Destruction: Finding Illegal Airstrips Using Machine Learning

by [Jelter Meers](#) and [Kuek Ser Kuang Keng](#) • October 13, 2022

READ THIS ARTICLE IN

English

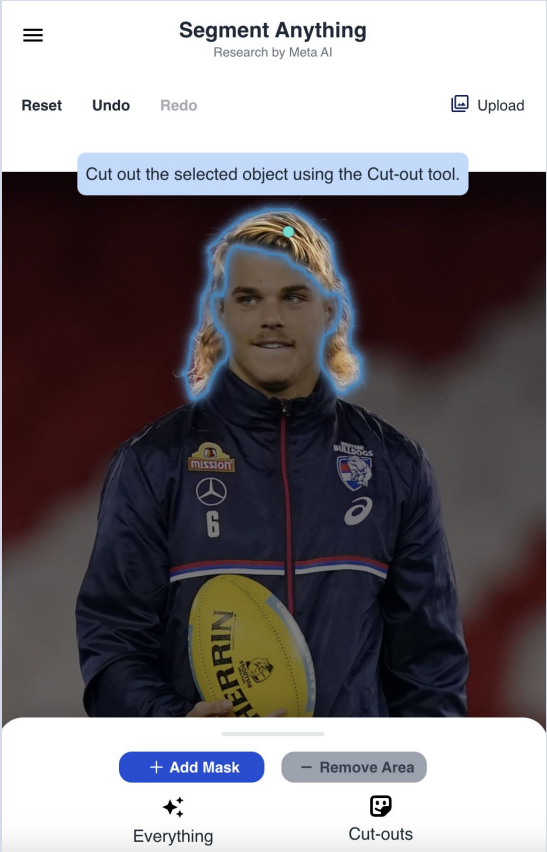
Español

Português

Computer vision: visual work



Example: visual work




Example: visual work

... we counted 150 mullets.



 Adelaide Crows



 Brisbane Lions



 Carlton



 Collingwood




 Essendon



 Fremantle



 Geelong Cats



 Gold Coast Suns



 GWS Giants



 Hawthorn



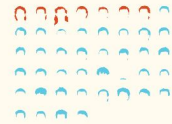
 Melbourne



 North Melbourne



 Port Adelaide




 Richmond



 St Kilda




 Sydney Swans



 West Coast
Eagles



 Western Bulldogs

Case study:
How a newsroom decided
not to deploy a genAI
feature

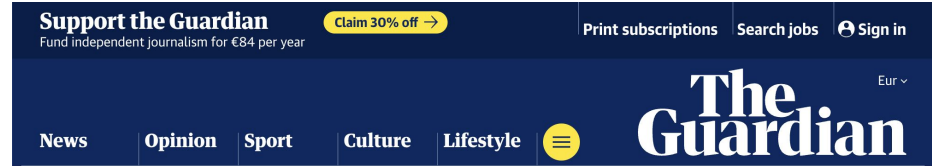


Can an LLM write live blog summaries?

In 2024, The Guardian decided to put this question to the test.

They imagined two possible scenarios:

1. Using an LLM to generate live blog summaries that an editor could quickly scan, correct, and publish.
2. Adding a button to the live blog that readers could push themselves to generate a summary on the fly.



The experiment

1. They fine-tuned a series of different LLMs with 3,700 Guardian live blogs using different tones and topics.
2. They used the LLMs to generate hundreds of live blog summaries.
3. They asked people within the newsroom to evaluate each summary against three options:
 - a. It's inaccurate
 - b. It's accurate but not important
 - c. It's accurate *and* important

The results

- Over the course of the monthslong experiment, the LLMs they fine-tuned got progressively better.
- Initially, in almost every single summary, evaluators marked **around half of the bullet points as inaccurate** and at least a quarter marked as unimportant.
- By the end, most summaries contained only **around one inaccuracy** and one unimportant detail.

Conclusion:

They decided **not** to
deploy the feature.

The reasons

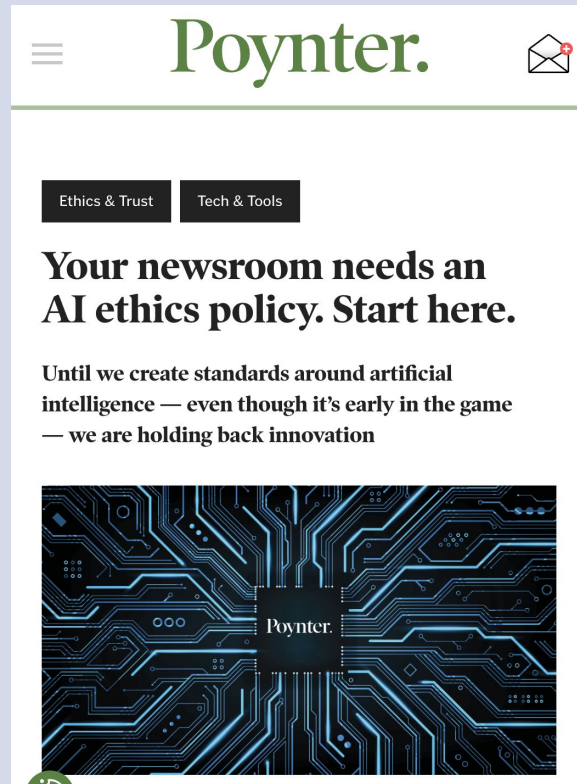
1. It's super hard to catch a single error in a 400-word summary when you are live blogging.
2. The Guardian realized that picking what is important to highlight in a summary is **rooted in a real-world context**, which is ultimately not how LLMs operate. So while it performed well in experiments, it could perform **unpredictably at scale**.

Whatever you decide on:
transparency is key



Disclose your use of AI to your audience

Find a sample
AI Ethics
Guide [here](#).

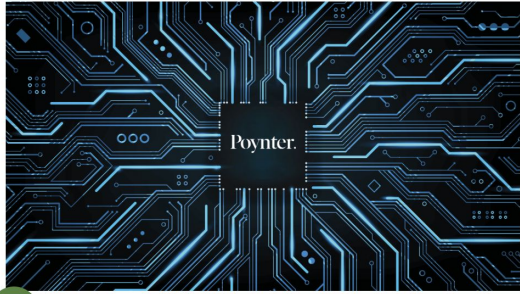


☰ Poynter. ✉

Ethics & Trust Tech & Tools

Your newsroom needs an AI ethics policy. Start here.

Until we create standards around artificial intelligence — even though it's early in the game — we are holding back innovation



AI Ethics

We both investigate artificial intelligence and use artificial intelligence to investigate. When we use AI in our journalism, we use it in pursuit of the truth, and when using AI tools, we apply the same transparency, accuracy, and ethical guidelines as we do to the rest of our work.

- Our stories are hand-crafted; we do not publish AI-written stories. If we publish excerpts of text generated by AI because that is the point of the story, we will clearly label in the story what text has been written by AI.
- We do not use AI to generate our artwork. If we publish imagery generated by AI because that is the point of the story, we will clearly label what art has been generated by AI.
- When we use AI in our published journalism, we disclose it clearly.
- The full rigor behind our [Data Ethics policy](#) applies to all data or outputs we collect or generate using AI.
- As AI evolves, we will continue to evaluate the privacy, security and ethical implications of existing and emerging tools before using them in our journalism.

Write about how you used it and what your audience should know about it

“You need to be able to communicate about it in ways that are not going to be alienating to large segments of the public who are really concerned about what these developments will mean for society at large.”

Benjamin Toff, director of the
Minnesota Journalism Center

A graphic for the AI Spotlight Series. It features the text "AI Spotlight Series" in a bold, pink, sans-serif font. To the left of the text is a vertical line with four circular nodes. The top node is yellow, the second is light blue, the third is light blue, and the bottom is light blue. A horizontal line extends from the top node to the right, ending in a yellow circle.

AI Spotlight Series

A logo for The AI Accountability Network, consisting of a network of grey lines connecting several yellow and red circular nodes.

**The AI
Accountability
Network**

The Pulitzer Center logo, which is a stylized blue circle containing a white 'P' and 'C' intertwined.

Pulitzer Center